

1 ABSTRACT OF THE DISCLOSURE

2 A system and method for on-line merchandising utilizing a
3 gaming format which includes the on-line purchase of a pre-
4 determined number of bids each representing an equal opportunity
5 for being awarded preselected merchandise. Any customer having
6 purchased one or more bids from a bid pool will be awarded the
7 merchandise at a reduced price by holding a randomly selected
8 winning bid. An included distribution format comprises the
9 additional awarding of preselected merchandise, or a substantial
10 equivalent thereof, to any customer having purchased a quantity of
11 bids with a collective monetary value which is at least
12 substantially equal to the purchase price of the preselected
13 merchandise.